

# ASPIRA, Inc. OF NEW JERSEY

EXECUTIVE OFFICE  
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NOEMI VELAZQUEZ  
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## MEMORANDUM

TO: NOEMI VELAZQUEZ,

FROM: ROBERTO DEL RIOS 

RE: RESPONSE TO MEMO DATED MARCH 19, 1997

DATE: APRIL 10, 1997

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As per your request I am responding to a number of concerns that were addressed to me in a memorandum dated March 19, 1997.

**Personal Improvement Plan:** See attached Plan.

The Personal Improvement Plan was submitted at the September, 1997 Board Meeting. It was broken up into following five areas of development: Fundraising, Fiscal and Budget Management, Program Development, Advocacy/Public Relations, and management.

Under the area of **fundraising** a total of 5 activities were included that would enhance the agency's fundraising capability. These activities included solicitations from large corporations, smaller corporations and direct mail campaign. As of this date a total of \$7500 was secured from new sources. An additional \$23,500 was re-captured monies from sources that last gave anywhere from 1988 to 1994. The following are the sources and their amounts:

Deluxe Check Printers	\$2,000
PNC Bank(formerly Midlantic)	2,500
George Ohl Trust	5,000
Allstate Foundation	5,000
Nabisco, Inc.	1,000
Summit Bank (new)	2,500
Anheuser Busch	7,000 (previous gift was 1,000 rec'd in 1995)
CBS-TV News (new)	5,000

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Total	\$29,000
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